March 15-19, 2015
Doubletree Hotel
San Jose, CA
www.semi-therm.org
phone: +1 (408) 840-2354

EXHIBITOR BROCHURE

Welcome to SEMI-THERM 31, the premier conference on thermal design, management and characterization of electronic components and systems. SEMI-THERM focuses on solving critical thermal challenges.

The exhibition is a central part of SEMI-THERM and with over 30 years of successful conferences and exhibitions, SEMI-THERM continues to be the choice for providers of products and services related to thermal management of all scales, from semiconductors, LED, solar / PV, PCB and box systems to network equipment and facilities.

Our exhibitors are highlighted throughout the year in email marketing and onsite events which help to generate and keep traffic through the exhibit hall. The exhibits are free to the public which draws many local engineers, managers and decision makers who are looking for thermal solutions for their products and processes.

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For questions or additional information,
contact Denise Rael email: drael@semi-therm.org

SEMI-THERM®

THERMAL INNOVATIONS THAT MAKE THE WORLD'S TECHNOLOGY COOL...

10 Reasons to Exhibit at SEMI-THERM

1) ***Network with key technical players in the thermal management field***

SEMI-THERM attendees represent more than 120 industrial and academic organizations from over 20 countries.

2) ***Showcase new products and services***

Attendees are active participants in the thermal management industry seeking innovative technologies, products and services.

3) **H*ost a workshop to introduce specific technologies***

Exhibitors can apply for their own 45-minute technical workshop held during exhibit hours.

4) ***Engage with more customers and suppliers in one location***

SEMI-THERM exhibition is open for free registration to hundreds of local Silicon Valley personnel with special activities designed to promote exhibit attendance.

5) ***Gain unrestricted access to all symposium and exhibit attendees***

Symposium presentation sessions do not occur during exhibit hours.

6) ***Create and raise the awareness of your company and brand***

Exhibiting at the premier electronics thermal management event builds positive name recognition for your organization.

7) ***Determine market needs with face-to-face interactions***

The symposium provides a unique opportunity for face-to-face discussions of development projects with thermal management designers and managers.

8) ***Promote and advertise with year-long exposure for your company***

Exhibitor information is included in the symposium Final Program and on the SEMI-THERM website for the entire year.

9) ***Grow your customer database by leveraging the attendee list***

Exhibitors receive list of all attendees to implement their own exhibition marketing activities.

10) ***Maximize your marketing dollars***

Prime location, dedicated audience, ease of access and low booth cost makes exhibiting at SEMI-THERM an excellent use of marketing dollars.

SEMI-THERM®

Exhibit Booth Pricing

Single Booth Space - $2600

Booth pricing for SEMI-THERM is $2600.00 for a single booth space. Booths are 8' deep and 10' wide and include as standard: 8' high draped back wall, 3' high draped side dividers and a 7" x 44" company identification sign. Hotel exhibit site is carpeted. Purchase of a booth space includes one complimentary admission to the SEMI-THERM technical program (meals not included), one copy of the symposium proceedings and a database of the current year's registrants (preliminary list available before the show, final list delivered after the symposium is over). *Wireless Internet access is included*.

Double Booth Space - $4900

For double booth purchases at SEMI-THERM the second booth purchased is discounted 10%. Double booth also includes two complimentary passes to the symposium (meals not included) the option of eligibility for two vendor workshops.

Vendor Workshop - $500

As an exhibitor in SEMI-THERM you will have the opportunity to present one 45-minute workshop in a private room. Workshops are scheduled for the afternoons of Tuesday and Wednesday of SEMI-THERM week from 2:00 – 5:15 each day. Each exhibitor has an opportunity to request a single time slot on a first-come basis. Material presented during the workshop must be aimed at providing either basic technical information (i.e. tutorial type) and/or analysis using a specific exhibitor product, service, etc. Vendor Workshops will be available to SEMI-THERM exhibitors at a price of $500.

Additional Technical Program - $450

One free admission per booth is included with booth purchase. You may purchase additional symposium technical program admissions as needed at the special exhibitor price of $450. Meals are not included, see below for meal tickets.

Meal Ticket - $225

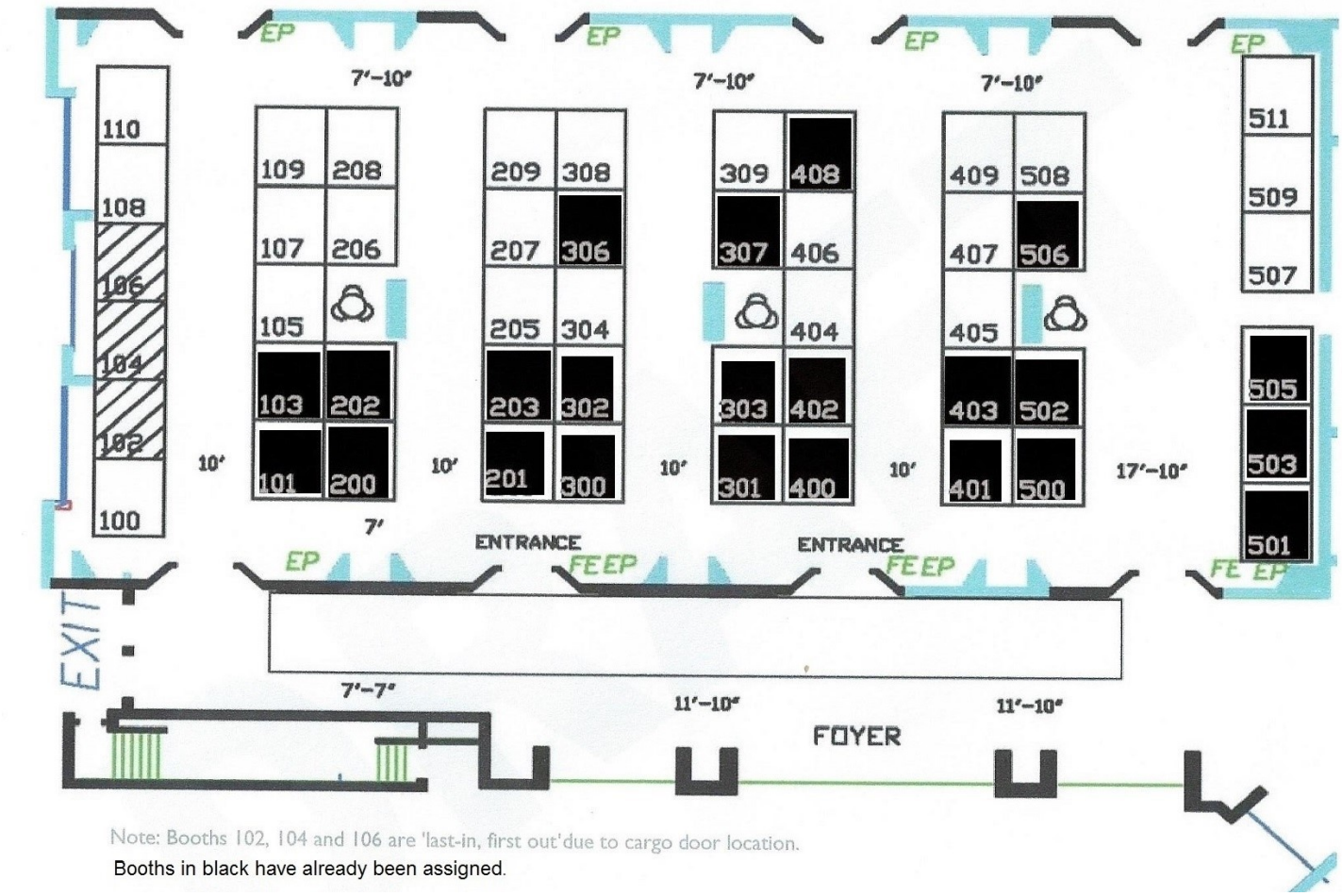
Meal tickets are available for exhibitors who wish to attend. The ticket includes dinner on Tuesday evening, and luncheons on Tuesday, Wednesday and Thursday.

Exhibitor Booth Package Details

Each booth space purchase includes:

- 10'W x 8'D booth space
- 8' high draped back wall , 3' high draped side dividers
- 7" x 44" company identification sign
- Carpeted exhibit space (furniture and electricity available for a fee.)
- High-speed wireless Internet access
- One admission to the SEMI-THERM Technical Program (Dinner, luncheons not included)
- Listing in online exhibitor directory with logo and link
- Listing in SEMI-THERM Final Program with contact info and description
- Eligibility to host a Vendor Workshop

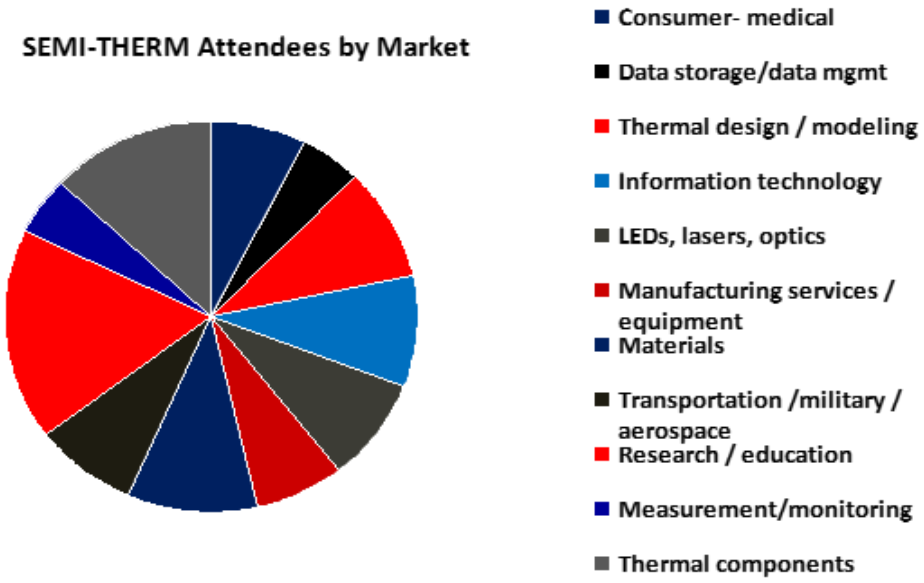
Exhibit Floor Layout



Note: Booths 102, 104 and 106 are 'last-in, first out'due to cargo door location.
Booths in black have already been assigned.

Symposium Demographics

The mix of attendee job functions and market representations are truly impressive for a symposium that is focused solely on electronics thermal management issues.



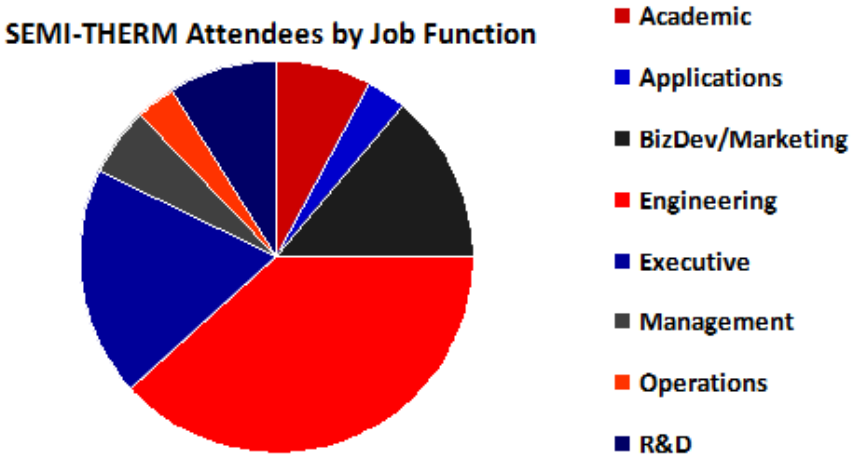


EXHIBIT SPACE CONTRACT

Exhibit Dates
Move In: Mon., March, 16, 2015
Exhibits: Tue.-Wed, March 17-18, 2015
Move Out: Wed, March 18, 2015

Thermal Measurement, Modeling and Management Symposium

March 15-19, 2015

Doubletree Hotel San Jose
2050 Gateway Place San Jose, California 95110
+1.408.453.4000 - www.sanjose.doubletree.com

1. Ownership

STEF, the *SEMI-THERM Educational Foundation,* is a non-profit 501 (c) (3)+ entity dedicated to the development and presentation of educational opportunities and resources in the area of Thermal Management of Electronic Components and Systems. The annual SEMI-THERM symposium and exhibition is owned by **STEF** and all references pursuant to SEMI-THERM's rules and regulations and exhibit management will be noted as **STEF**.

2. Indemnity and Limitation of Liability

Neither the **STEF**, or the Exposition Management nor the host hotel/convention facility, nor contracted decorator/drayage, nor any of its officers, agents, employees or other representatives shall be held liable for, and they are hereby released from liability for any damage, loss, harm or injury to the person or property of the Exhibitor or any of its visitors, officers, agents, employees or other representatives, resulting from theft, fire, water, or accident or any other cause. The Exhibitor shall indemnify, defend, protect, and save harmless the aforementioned from any and all claims, demands, suits, liability, damages, loss, costs, attorney's fees, and expenses of any kind which might result from or arise from any action or failure to act on the part of the Exhibitor or its officers, agents, employees or other representatives.

3. Assignment of Exhibit Space

STEF SEMI-THERM shall assign the exhibit space to the Exhibitor for the period of the exhibit. Such assignment is made for the period of this exhibit only and does not imply that the same or similar space be held or offered for future exhibits. Every effort will be made to respect the Exhibitor's space choices whenever possible, but the decisions of **STEF** SEMI-THERM will be final. Exhibits are assigned on a point basis. **STEF** SEMI-THERM reserves the right to transfer assignments when such action is deemed to be in the best interest of the total exhibition.

4. Contractor Services and information

STEF SEMI-THERM, in the best interest of the exhibitors, will contract with a General Contractor to provide various services to exhibitors. Such Contractor will provide all services for the exhibit area. Complete information, instructions, and schedules of prices regarding shipping and drayage, labor for erecting and dismantling, electrical work, furniture, cleaning, etc., will be included in the Exhibitor's Service Manual, forwarded 10 weeks before the annual conference. An Exhibitor Service Center will be maintained on the exhibit floor to facilitate service requests from the Exhibitor. **STEF** SEMI-THERM assumes no responsibility or liability for any of the services performed or materials delivered by the foregoing persons and parties.

5. San Jose, California Union Guidelines

When union labor is required because of underlying contracts between the unions and management, Exhibitor shall comply with the then existing terms of said union contracts. In order to conform to union contract rules and regulations, it will be necessary for all exhibitors to utilize qualified union personnel for display work and material handling within the show.

5. a. Sign, Display and Allied Crafts Union

Members of this union claim jurisdiction over all setup and dismantling of exhibits including signs and carpet installation. This does not apply to the unpacking and placement of your merchandise (items produced by you for sales, scheduled for display in your booth, or literature describing same). Any installation of exhibits or displays which requires the use of hand tools, or more than one person, or longer than 30 minutes (including crating or uncrating) to install, or exceeds ten feet in any direction, shall be installed by employees covered by this Agreement.

5. b. Teamsters Union

This local Union claims jurisdiction over the operation of all material handling equipment, all unloading and reloading and handling of empty containers. An exhibitor may only move material that can be hand-carried by one person in one trip. Hand-carried is defined as small cartons, packages, or portable lap-top computers that usually weigh less than 30 lbs. Unions claim jurisdiction under all other circumstances. No one, other than the official contractor's employees, is allowed to use dollies, hand trucks, or other mechanical equipment. This includes, but is not limited to, I&D employees, hotel employees and facility employees.

6. Delivery and Storage of Equipment

Each Exhibitor shall be responsible for the delivery of equipment and/or display material to the exhibit hall and for removal of the equipment and/or display material. The Official Drayage/Service Contractor, shall control all traffic into and out of the exhibit areas to minimize delays and tie-ups. The Official Drayage Company will receive and store shipments made to them, and 30 days free storage will be allowed. Proper identification tags will be available at the service center of the exhibit floor and are to be attached to each item to be placed in storage. All packing materials such as paper, excelsior, etc., must be totally enclosed in containers.

7. Booth Equipment

Standard booth equipment consists of drape assembled on aluminum stanchions and telescopic crossbars, backs eight feet high and side rail dividers 36" high, a standard sign 7" x 44" bearing the name of the Exhibitor for the backdrop. All additional decoration or construction will be at the Exhibitor's expense.

8. Booth Construction and Arrangements

No display may extend beyond the following dimensions: higher than eight feet from the back wall to three feet forward of the back wall and nothing over 42" in height shall extend forward for the remaining space to the front of the booth. Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space, or for any reason becomes objectionable at the discretion of **STEF** SEMI-THERM must be immediately modified or removed by the Exhibitor. All exposed parts of the display must be finished so as not to be objectionable to other exhibitors and/or **STEF** SEMI-THERM.

9. Subletting of Space

Exhibitors shall not assign or sublet any space allocated to them without the duly signed consent of **STEF** SEMI-THERM and may not advertise or display goods other than those manufactured or sold by them in the regular course of their business. Space assigned to the Exhibitor is for their exclusive use.

10. Insurance
Exhibitors desiring insurance upon their exhibits must place same at their own expense. Neither **STEF** SEMI-THERM nor its agents will be responsible for the safety of exhibits against fire, robbery, accident or any other destructive cause, or for any injury that may arise to the public leased area, or to the exhibitors or their employees while on show grounds. Exhibitors using non-official labor for booth set-up and teardown must provide certificates of insurance prior to the event.

11. Safety
Precautions: All construction material must conform to standard safety practices. Table and back wall drapes supplied by the official decorator, and those supplied by the Exhibitor, together with textile or paper displays and decorations must be flame-proofed. No combustible decorations such as crepe or tissue paper, cardboard or corrugated paper may be used at any time. All packaging containers and materials are to be removed from the floor and may not be stored under tables or behind displays. Displays are subject to inspection and approval for safety by the Fire Department of the city and subject to their codes.

12. Liability for Loss or Damage
STEF SEMI-THERM will provide a security guard for non-show hours. However, exhibitors are responsible for any loss of equipment and/or display material resulting from theft or misplacement. Do not leave laptop computers in your booth unattended. The Exhibitor hereby agrees to assume all risks relating to such property and shall hold **STEF** SEMI-THERM and its agents harmless from all loss or liability related thereof.

13. Exhibit Hours
STEF SEMI-THEM will establish hours and reserves the right to make changes; however, such changes will be made as far in advance of the exhibition as possible. Each Exhibitor is required to keep at least one attendant in his booth during all exhibit hours. It is the responsibility of each Exhibitor to have the exhibit in place before the official opening of the annual conference and to have the exhibit dismantled and removed after the official closing of the annual conference. **The official closing hour of the exposition is 6:30 p.m., Wednesday, March 18 , 2015. All exhibits are to be occupied and in operation until that time. Any company dismantling an exhibit prior to 6:30 p.m. on Wednesday will lose priority points in the booth selection and may be asked not to exhibit in future STEF SEMI-THERM events. All property shipped by the Exhibitor is at the sole risk of the Exhibitor.**

14. Vendor Workshops
Exhibitors have an opportunity to present a vendor workshop at SEMI-THERM on a first come first served basis. The presentation should respect the high technical level of expertise of the attendee. **Workshops should not be used for sales presentations.** Material presented during the workshop must be aimed at providing either basic technical information (i.e. tutorial type) and /or analysis using a specific exhibitor product, service, etc. The content of the presentation is the responsibility of the exhibitor; however, the Program Committee reserves the right to review workshop summaries for technical content. **STEF** SEMI-THERM and its agents are released from any liability and held harmless for any material presented in the vendor workshop presentation.

15. Hospitality/Demonstration Suites
Exhibitor hospitality/demonstration suites may not be held during day events and may not conflict with evening tutorials. Exhibitors must notify **STEF** SEMI-THERM of intent to host a hospitality suite.

16. Exhibitor Materials
Circulars or advertising material of the exhibitors may only be distributed within the booth assigned to the Exhibitor. Such material shall not be distributed to the hotel rooms of the convention registrants or in any area of the convention facilities that is not an assigned area of **STEF** SEMI-THERM.

17. Exhibit Set-up and Removal
Management will allow adequate time for exhibit set-up and removal. Exhibitor shall not set-up, assemble, remove or disassemble exhibits during exposition hours, and shall have its exhibits staffed during exposition hours. Violation of this regulation will result in denying Exhibitor space rental in future **STEF** SEMI-THERM symposiums.

18. Machinery Operation
All items on display may be in operation provided they comply with safety regulations, local ordinances, and noise restrictions. Noisy equipment used in demonstrations should be operated intermittently. Exhibitors may be requested to discontinue any noise which becomes objectionable to neighboring exhibitors and interferes with the effectiveness of their exhibits.

19. Cancellation or Termination of Exhibit
If, because of war, fire, strike, exhibit facility construction or renovation project, government regulation, public catastrophe, Act of God, or the public enemy or other cause beyond the control of **STEF** SEMI-THERM, the exhibit or any part thereof is prevented from being held, is cancelled by **STEF** SEMI-THERM, or the exhibit space becomes unavailable, **STEF** SEMI-THERM, in its sole discretion, shall determine and refund to the Exhibitor its proportionate share of the balance of the aggregate exhibit fees received which remain after deducting expenses incurred by **STEF** SEMI-THERM and reasonable compensation to **STEF** SEMI-THERM. In no case shall the amount of refund to Exhibitor exceed the amount of exhibit fee paid.

20. Exhibitor Cancellation
If written notice of space cancellation is received by **STEF** SEMI-THERM prior to **Dec. 5 2014**, 50% of the monies received will be refunded. No refunds will be made for cancellations after this date. Exhibitors canceling on or after Dec. 5, 2014, may have one copy of the SEMI-THERM proceedings but will not be given any other materials generated by the symposium. Any space not occupied by noon, **Tuesday, March 17, 2015**, shall revert to **STEF** SEMI-THERM without obligation on the part of **STEF** SEMI-THERM for any refund whatsoever. If exhibit materials have been delivered to the assigned booth, **STEF** SEMI-THERM reserves the right to charge labor costs in removing said unconstructed exhibit materials. Charge for this labor will be borne by the Exhibitor.

21. Agreement to Terms, Conditions, and Rules
STEF SEMI-THERM shall have full power to interpret these regulations. Matters not covered by the regulations shall be subject to final decision by **STEF** SEMI-THERM. These regulations may be amended at any time by **STEF** SEMI-THERM upon written notice by **STEF** SEMI-THERM to such exhibitors as may be affected by them. **The Exhibit Space Contract when executed properly shall be considered a binding agreement between the two parties, with the terms, conditions and rules for exhibiting applying. Exhibitors shall abide by federal, state, and city laws, ordinances and regulations.** Communication with reference to STEF SEMI-THERM shall be addressed to:

STEF SEMI-THERM
3287 Kifer Road, Santa Clara, CA USA 95051
Email: info@semi-therm.org

Thermal Measurement, Modeling and Management Symposium

Workshop Opportunities

Tuesday and Wednesday, March 17 – 18, 2015
Doubletree Hotel San Jose, CA

Exhibitor workshops will be held on Tuesday and Wednesday starting at 2:00 PM

As an exhibitor at SEMI-THERM, you will have the opportunity to present one 45 minute workshop in a private room. Workshops are scheduled for the afternoon of Tuesday and Wednesday of SEMI-THERM week from 2:00 to 5:15 each day. Typically there are a total of six workshops per afternoon. Each exhibitor has an opportunity to request a single time slot on a first-come basis. Material presented during the workshop must be aimed at providing either basic technical information (i.e. tutorial type) and/or analysis using a specific exhibitor product, service, etc.

Workshops run for 1 hour. The workshop exhibitors must keep their program to 45 minutes to allow time for entering and exiting, Two workshops are held in parallel beginning at 2:00 PM, 3:00 PM and 4:00 PM. The last workshop of the day must have rooms cleared by 5:15 PM. Each workshop includes a wired or wireless microphone, computer projector and screen.

The charge for presenting a workshop is $500.00. *You must purchase a booth or platinum sponsorship to be eligible for a workshop.* If you have purchased multiple booths, you may request additional workshops, up to a maximum of two. If you have more than one workshop, only one workshop can be presented per day.

A 200-word synopsis is required for printing in the final program and review by the Program Committee by January 1, 2015. **Workshops should not be used for sales presentations.**

The presentation should respect the high technical level of expertise of the attendees. A successful workshop might be one that encourages questions and participation by the attendees; demonstrations or hands on usage, product samples or other materials. Hard copy handouts supporting the workshop are highly recommended and should be distributed to the attendees prior to the start of the vendor workshop.

FOR MORE INFORMATION CONTACT DENISE RAEL

email: drael@semi-therm.org